

Subject: Get Ready for Cyber Monday!

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Basics for Small Businesses

CYBER MONDAY

November 27, 2017

Get your business ready for the biggest selling event of the year by considering the following:

1. **Update Your Website:** Nothing tells a consumer you're unprepared like an outdated website. Now is the perfect time to review your content, refresh your online presence and start drafting your releases for new items, sales, and incentives. And take a moment to make sure you have installed current updates for your systems, software and browsers.
2. **Validate Your Mobile Compatibility:** Savvy shoppers want to connect with your products and services. If your web presence doesn't include a mobile version you are guaranteed to lose sales and potential customers. Double check your point of sale strategy and ensure that your site's sales functions are active and running as intended.
3. **Leverage Social Media:** You know your business better than anyone, but good use of social media means others know your business, too! Organize your holiday sales and special offerings now by drafting the content for each social media outlet and give yourself a head start on a successful holiday season.
4. **Protect Your Business:** Keep the profits of a successful business strategy by doing some security housekeeping upfront. Creating accounts with limited access for seasonal employees can give you peace of mind after the big rush and save your business from unintended data loss. Using a single log on for everyone means you won't be able to tell who the culprit was. Instead, creating unique user IDs and passwords for all employees will let you verify their activity should an issue arise. Go one step further and join the Mayor of Los Angeles in protecting our community by visiting www.lacyberlab.org to receive free cyber threat information and daily updates!

Courtesy of the City of Los Angeles Mayor's Office of Economic Development in coordination with the LA Cyber Lab

